



TripWorks

Redefining customer care for
the travel industry

New challenges, new demands for travel companies

An already uncertain economy and the events of September 11 touched every industry; yet surely no sector has felt the impact more than travel and transportation. Airlines, airports, rail companies, hotels, cruise lines and all other travel-related service providers are finding themselves subject to persistent challenges brought about by layoffs, mergers and acquisitions, sudden and often crippling financial losses, the consequences of heightened security measures (especially in the U.S.), and increasingly cost-conscious customers. The resultant issues—diminished cash flows, declines in shareholder value, urgent pressures to trim operational and distribution costs, and fiercer competition—have created a real challenge for travel businesses, who must now work harder with fewer resources to heighten service, keep consumer confidence high and remain competitive.

The success of these efforts will depend heavily on the condition of a company's IT environment, which is now critical to one's ability to react to change, keep efficiencies sharp and meet customers' expectations. For most travel companies, this is a daunting job that typically involves revamping or replacing aging, frequently incompatible IT environments that simply were not designed to stand up to today's standards in areas like performance, security and scalability. It is also a task that can stretch already taxed resources. While immediate survival is for many the most urgent concern, organizations must also look ahead to constructing environ-

ments that promise long-term, mutually beneficial value propositions in terms of cost, security, revenue, service and customer satisfaction.

IBM TripWorks™ provides a pre-integrated infrastructure and a set of end-to-end e-business solutions that together enable airlines, hotels, casinos, rail companies, cruise lines and others in the travel and transportation industry to deliver new levels of operational efficiency, security, value and customer care across multiple communications channels—in realtime.


IBM TripWorks: For wherever your business goes

From reservation to destination, IBM TripWorks addresses every phase of a customer's journey with best-of-breed solutions and services from IBM and leading independent software vendors. IBM TripWorks is based upon a common architecture, which enables companies to integrate discrete activities (including service and operational functions) throughout the extended enterprise and across customer touchpoints (kiosks, call centers, sales and marketing, ticket counters, travel agents). The result is a compelling new value framework that maximizes every encounter and affords the opportunity to create repeatable, satisfying customer experiences for today's traveling public.

Refining your business intelligence

Gaining insight into customers' needs and preferences is crucial to securing their business. While this principle is certainly nothing new to travel companies, its application is now reliant on an uninterrupted flow of information to, from and across business functions and throughout customer, supplier and partner channels. Access, accuracy and consistency mean everything in a world where realtime service is now the expectation—not the exception.

The key to IBM TripWorks is its use of sophisticated business-intelligence tools—technologies that enable travel companies to access, analyze and distribute customer information electronically, across organizational functions.



In a recent survey conducted by Jupiter Media Metrix, respondents ranked travel the top retail category in which customer service is the most important factor affecting their decision to buy!

An end-to-end e-business solution

IBM TripWorks components:

Never settle for “just good enough”

In the travel and transportation industry, consumer and government demands are forcing companies to make improvements in virtually every area of their business. “Good enough” is simply not acceptable. The IBM TripWorks solution suite is designed to fully address every aspect of a secure, well-managed, customer-oriented enterprise—from marketing to sales to service.

IBM TripWorks Customer Analytics

These tools enable companies to gain new and actionable insights into customer behavior and expectations while complying with evolving security requirements. Now, travel providers can capture and mine data across databases to achieve a single view of every customer and every customer encounter. IBM can tailor a solution to meet the specific requirements of today’s travel businesses—including data models for airlines and hotels around the world.

IBM TripWorks Campaign Management

It’s a well-known fact that marketing campaigns can only be successful if they are targeted to the right customer at the right time and measured accordingly. Using IBM TripWorks Campaign Management, companies can develop sophisticated, personalized campaigns that align with customer preferences, then capture results to accurately assess response rates and related activities.

IBM TripWorks Call Center

IBM TripWorks Call Center can enable agents to immediately recognize a customer and view their itinerary and history via the latter’s phone number or loyalty-program identification . . . eliminate time spent waiting for a service representative . . . confirm that information provided is correct and consistent across channels . . . significantly improve problem-resolution and documentation . . . save time . . . and cut costs.

IBM TripWorks Sales Force Automation

Now you can give your salesforce realtime, direct access to vital information concerning customer segments, forecasts and sales targets, as well as opportunities for cross-selling and up-selling. Benefits can accrue in terms of increased productivity, shorter cycle times, more effective customer relationship management and higher sales numbers.

IBM TripWorks Customer Solutions

With the IBM TripWorks solution set, you can offer customers consistent, highly personalized experiences through a number of self-service options, including kiosks, wireless devices, e-ticketing and the Web.

- *IBM TripWorks Kiosk* solutions can help trim operational costs . . . shorten lines in areas and lobbies by up to 30 percent . . . reduce check-in times to less than a minute . . . and send customers on their way securely and expediently. IBM TripWorks kiosk offerings encompass customized check-in applications for airline, hotel, casino and rail companies, and can even be incorporated into your front desk.

Several major airlines already use IBM self-service kiosks to allow passengers to perform fast, secure and convenient check-in, select or change seating, and print out their boarding passes. No more long lines, no more hassles. Some airlines also employ IBM kiosks to permit customers to make or change domestic and international reservations, purchase tickets via credit or debit cards, access information on frequent-flyer status and check baggage.

- *IBM TripWorks Wireless:* More than 400 million people around the world have a mobile phone—a number that is expected to grow to one billion by 2003. IBM TripWorks wireless solutions enable your business to serve customers anytime, via whatever wireless device they prefer. Customers can manage travel plans, confirm gate and seat assignments, check the weather and view schedules; travel providers can create new kinds of rewards programs, offer rapid check-in via wireless devices, connect mobile workers with enterprise back-end systems, and so much more.
- *IBM TripWorks Mobile Guest Check-In* brings the customer to the front desk from wherever they happen to be—at the curb, in convention centers, in lounges, gaming areas or hospitality suites. Built on an IBM self-service architecture and supported by software from IBM Business Partners, Mobile Guest Check-In can integrate easily with other IBM TripWorks applications, as well as numerous devices.



More than half of today's travel companies still hold data in isolated databases, and depend upon volumes of paper records. Thirty percent of the largest organizations maintain at least some of their customer data in paper format.²

With IBM TripWorks, travel companies can raise the service bar and develop an overall proposition that places customer concerns at the top of the “to-do” list. The integrated elements of IBM TripWorks help make it possible for travel companies to:

Analyze

Assess the true value of each customer relationship and develop products and services accordingly.

Serve

Reduce time online, in line and on the line . . . provide up-to-the-minute information when, where and how it is needed . . . respond immediately to security alerts . . . quickly address and resolve problems while boosting efficiencies.

Sell and market

Offer sales teams a consistent, realtime view of customers and customer segments . . . streamline communications . . . spot new trends . . . increase cross-selling and up-selling . . . develop more accurate forecasts . . . shorten the selling cycle while growing revenues.

Personalize

With IBM TripWorks, travel companies can recognize and reward frequent travelers and give each customer a highly personalized experience, regardless of the channel they choose.

Grow

IBM TripWorks provides a scalable, future-ready IT environment that is ready to tackle new (and often unexpected) demands.

Profit

With IBM TripWorks, travel providers can refine customer data to highly granular levels, and target and cultivate customers in a way that satisfies consumers while leveraging their profit potential.

IBM TripWorks Services:

Reinforcing your enterprise

IBM Global Services employs more than 150,000 professionals, including travel-industry, IT and e-business experts. IBM TripWorks offerings comprise:

- *Consulting*—These services cover areas such as *change management, e-business transformation, customer relationship management, campaign management* and *systems integration*.
- *Systems integration services*—IBM competencies in this area are world-renowned, and comprise a critical component of IBM e-business infrastructure services.
- *Hosting*—With more than 175 data centers located around the world, IBM is prepared to assume responsibility for running all or part of your e-business environment.
- *Online education and training*—IBM *e-learning* services can help your customer service agents grow their skills and stay up-to-date regarding offers and procedures—at minimal cost to your company.
- *Financing*—IBM Global Financing provides attractive financing that allows companies to spread expenses and lower initial cash outlays.

The IBM TripWorks infrastructure: A front-to-back, end-to-end support system

IBM TripWorks is built upon the very same infrastructure that supports IBM applications for business-to-business (B2B), supply chain management (SCM) and business-to-employee (B2E) functions (including our own). This offers additional assurances that all of your e-business initiatives will be part of a carefully coordinated system tailored to the unique requirements of your industry, your enterprise and its customers. IBM TripWorks infrastructure components incorporate:

- **IBM @server systems**—The IBM @server product line comprises a wide range of servers designed to support every stage of the IT implementation process. These systems are backed by a comprehensive suite of offerings and resources that can help companies test possible solutions, secure financing, plan and implement applications and middleware, manage capacity and availability, improve performance, and obtain technical support across their entire IT infrastructure. The result is an easier way to handle the complexities and rapid growth of e-business. Many servers within the IBM @server product line offer key technologies from Project eLiza,™ the IBM blueprint for creating an intelligent, self-managing IT infrastructure.

- **DB2® Universal Database**—This is the database of choice for the world's leading e-businesses, including many in the travel and transportation industry.
- **Business Intelligence tools**—IBM TripWorks solutions incorporate proven methodologies and services to help travel companies design and implement data warehouses and data marts. A key component of these offerings is IBM Intelligent Miner,™ which enables organizations to find, retrieve and publish data across customer touchpoints.

- **IBM WebSphere®**—This universal Web-based software platform enables companies to coordinate their e-business back to front, develop, deploy and integrate applications, maximize application performance and improve the overall customer experience.

- **IBM TotalStorage™**—These end-to-end solutions help companies manage and store data, consolidate storage assets and enhance the function of applications.

- **Systems and performance management**—via Tivoli® management software. IBM offers solutions for proactively managing your e-business infrastructure in a way that assures alignment with your company's business goals.

Call on IBM

The IBM travel and transportation team—industry, business and IT experts alike—are actively engaged in helping airlines, airports, hotels and others in the industry satisfy their customers and safeguard the future of their businesses. To find out more about how IBM TripWorks can help you revolutionize *your* company, contact your IBM Client Manager or visit our Web site at:

ibm.com/industries/travel



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¹"Customer Service Influences Purchases in Travel Industry More Than in Any Other Sector, Reports Jupiter Media Metrix." Jupiter Media Metrix, March 21, 2002.

²Forrester Research, November 12, 2001.



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